## ORDER

Orders Order / Rev: 711175 06301488 Alt Order #: MARTIN FOR ATTY GEN Product Desc: KSDK C23C29 Estimate: 10/23/12 - 10/29/12 Kristin Waskie Flight Dates: Primary AE: Sales Office: Original Date / Rev: 10/22/12 / 10/22/12 T-PHI Order Type: Political Sales Region: NAT Smart Media Group Inc/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: WEEKLY 814 King Street Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Martin, E/R / Attorney General A35+ New Business Thru: Demographic: **Product Codes:** PL-State/Local Misc Order Separation: 00:15:00

Bill Plan

<b>-</b>				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	26	\$21,040.00	\$17,884.00
10/29/12	11/04/12	3	\$1,410,00	\$1.198.50

P-3

AGY, GEN, POL

## **Totals**

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$21,040.00	\$17,884.00	124.60
November 2012	3	\$1,410.00	\$1,198.50	9.30
Totals	29	\$22,450.00	\$19.082.50	133.90

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	42%	\$22,450.00
Market	100%	\$53,452.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$2,138.10
KETC	0%	\$0.00
KMOV	31%	\$16,570.24
KNLC	0%	\$0.00
KPLR	5%	\$2,672.62
KTVI	18%	\$9,621.43
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

 Ln C	n	Start	End	Inventory Code	вгеак	Start/End	Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 KS	SDK	10/23/12	10/28/12	M-F 430-5p Jeopardy	СМ	430-5p	-	T	:30	1	\$550.00 P-3	5.30 NM	0	\$0.00
Spot	k: 10/2 Ch	2/12 Date Ran		Weekdays - T escription	Spots/Week 1 Start 430-	8550.00 #/End Time 5p	Rating 5.3	0 <u>W</u>	<u>/eekdays</u> T	Lengt		Rtg Type 5.30 <i>NM</i>		

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Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Week: 10/22/12

10/28/12

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Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/23/12 - 10/29/12 Estimate: C23C29

Ln Ch Start End Inventory Code	Break Start/End 1	Fime Days Len Spots Rate Pri Rtg Type Spots	Amount
1 KSDK 10/23/12 10/28/12 M-F 430-5p Jeopardy	CM 430-5p	-T :30 1 \$550.00 P-3 5.30 NM 0	\$0.00
Start Date End Date Weekdays	Spots/Week Rate	Rating	
Week: 10/22/12 10/28/12 - T Spot Ch Date Range Description	1 \$550.00 Start/End Time	5.30 Weekdays Length Rate Rtg Type	
See MG 2.2,2.3 [OVERSOLD]			
2 KSDK 10/23/12 10/28/12 M-F 430-5p	CM 430-5p	T :30 1 \$550.00 P-3 5.30 NM 1	\$1,950.00
Jeopardy			
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/22/12 10/28/12 T	Spots/Week Rate 1 \$550.00	Rating 5.30	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Rtg Type	
1 KSDK 10/22/12-10/28/12 M-F 430-5p See MG 2.2.2.3	430-5p	Th :30 <del>(\$550.00)</del> 5.30 <i>NM</i>	
[OVERSOLD]			
2 KSDK 10/23/12-10/23/12 M-F 430-5p	430-5p	-T :30 <del>(\$750.00)</del> 5.30 <i>NM</i>	
See MG 2.4     [LUR RATE NEED TO BE \$825]			
3 KSDK 10/25/12-10/25/12 M-F 430-5p	430-5p	Th :30 <del>(\$750.00)</del> 5.30 <i>NM</i>	
See MG 2.4     [LUR RATE NEED TO BE \$825]			
4 KSDK 10/24/12-10/26/12 630-7P Wheel	630-7P	WF :30 \$1,950.00 5.30 NM	
MG for 2.3,2.2			
[n/a] N 3 KSDK 10/29/12 10/29/12 M-F 430-5p	CM 430-5p	M :30 1 \$550.00 P-3 5.30 NM 6	\$8,650.00
Jeopardy	о		ψο,οοο.οο
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/29/12 11/04/12 M	<u>Spots/Week</u> <u>Rate</u> 1 \$550.00	Rating 5.30	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Rtg Type	
1 KSDK 10/29/12-11/04/12 M-F 430-5p	430-5p	M :30 <del>(\$550.00)</del> 5.30 <i>NM</i>	
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [na Need \$825 to Clear]			
2 KSDK 10/23/12-10/26/12 M-F 6P News	6-630P	-TWThF :30 \$2,025.00 5.30 NM	
→ MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,	3.1		
3 KSDK 10/23/12-10/26/12 M-F 6P News	6-630P	- TWThF :30 \$2,025.00 5.30 NM	
→ MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,	3.1		
4 KSDK 10/23/12-10/26/12 M-F 6P News	6-630P	- TWThF :30 \$2,025.00 5.30 NM	
MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,	3.1		
[n/a] 5 KSDK 10/28/12-10/28/12 Sun 9a	9-10A	Su :30 <del>(\$450.00)</del> 5.30 <i>NM</i>	
Credited		, ,	
[CANCEL] 6 KSDK 10/23/12-10/26/12 M-F 5P News	5-530P	-TWThF :30 \$1,875.00 5.30 NM	
(h) MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,		100 \$1,51.5150 5150 1111	
[n/a] 7 KSDK 10/23/12-10/26/12 M-F Noon News	12-1230p	-TWThF :30 \$350.00 5.30 NM	
MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,	•	- TWTIII30 \$350.00 3.30 NW	
[n/a]	40.4000	THE CO. MOSS OF SO NIM	
8 KSDK 10/23/12-10/26/12 M-F Noon News  MG for 18.1,21.1,22.1,23.1,19.1,30.1,20.1,	12-1230p 3.1	-TWThF :30 \$350.00 5.30 NM	
[n/a]			
E 4 KSDK 10/23/12 10/28/12 M-F 5-6A 5-6a	CM 5-6A	W :30 1 \$300.00 P-3 2.10 NM 1	\$300.00
Start Date	Spots/Week Rate	Rating	
Week: 10/22/12 10/28/12 W	1 \$300.00	2.10	<b>.</b>
5 KSDK 10/23/12 10/28/12 M-F 5-6A 5-6a	CM 5-6A	F :30 1 \$300.00 P-3 2.10 NM 1	\$300.00
Start Date End Date Weekdays	Spots/Week Rate	Rating	

\$300.00

2.10

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Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/23/12 - 10/29/12 Estimate: C23C29

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg  6 KSDK 10/29/12 10/29/12 M-F 5-6A CM 5-6A M :30 1 \$300.00 P-3 2.10  5-6a  Start Date End Date Weekdays Spots/Week Rate Rating	NM 1 \$300.00
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/29/12 11/04/12 M 1 \$300.00 2.10	
	 NM 1 \$550.00
6-7a	φοσο.σο
Start Date	
Week: 10/22/12 10/28/12 W 1 \$550.00 3.40	
·	NM 1 \$550.00
6-7a Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12F 1 \$550.00 3.40	
9 KSDK 10/29/12 10/29/12 M-F 6-7A CM 6-7A M :30 1 \$550.00 P-3 3.40	NM 1 \$550.00
6-7a	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/29/12         11/04/12         M         1         \$550.00         3.40	
VVOOR. 10/20/12 11/04/12 45 1 0000.00 0.40	 NM 1 \$560.00
NBC Today 7-9A	γ των
REVISED RATE	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12         - T         1         \$560.00         3.80	
WOOK. 10/22/12 10/20/12 2 1 \$300.00 3.00	NM 1 \$560.00
NBC Today 7-9A	, , , , , , , , , , , , , , , , , , , ,
REVISED RATE	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12         W         1         \$560.00         3.80	
VVOCK. 10/22/12 10/20/12 1 1 4000.00 0.00	NM 1 \$560.00
NBC Today 7-9A	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
REVISED RATE	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12        T         1         \$560.00         3.80	
	NM 1 \$560.00
NBC Today 7-9A	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
REVISED RATE	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12        F         1         \$560.00         3.80	
VVOCA. 10/22/12 10/20/12 1 1 \$000.00 0.00	NM 1 \$560.00
NBC Today 7-9A	,,,,,,
REVISED RATE	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/29/12         11/04/12         M         1         \$560.00         3.80	
	NM 1 \$250.00
Sat 6-7A	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12S- 1 \$250.00 3.00 16 KSDK 10/23/12 10/28/12 SAT TDY CM 7-9AS- :30 1 \$500.00 P-3 2.90	 NM 1 \$500.00
NBC Today Show (Sa)	1 \$500.00
Start Date	
Week: 10/22/12 10/28/12S- 1 \$500.00 2.90	
·	0 \$0.00
NBC Today Show (Su) Start Date End Date Weekdays Spots/Week Rate Rating	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12        S         1         \$500.00         5.10	
Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg	<del></del>
1 KSDK 10/22/12-10/28/12 SUN TDY 7-8A	NM
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Need \$750 to clear]	
19 KSDK 10/23/12 10/28/12 M-F 5P News CM 5-530P W :30 1 \$1,250.00 P-3 8.60	NM 0 \$0.00
News Channel 5 at 5P	73.00
Start Date	I

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KSDK

Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN

Flight Dates: 10/23/12 - 10/29/12 Estimate: C23C29

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Spots	Amount
19 KSDK 10/23/12 10/28/12 M-F 5P News CM 5-530P W :30 1 \$1,250.00 P-3 8.60 NN News Channel 5 at 5P	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating	i	
Week: 10/22/12 10/28/12 W 1 \$1,250.00 8.60	1	
Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg. Type           1 KSDK 10/22/12-10/28/12 M-F 5P News         5-530P         W         :30(\$\pmathrm{		
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Need \$1875 top clear]		
20 KSDK 10/23/12 10/28/12 M-F 6P News CM 6-630P -T :30 1 \$1,350.00 P-3 8.60 NM News Channel 5 at 6P	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - T 1 \$1.350.00 8.60	1	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type	.]	
1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P -T :30 <del>(\$1,350.00)</del> 8.60 NM	1	
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Needs \$2025 to clear]		
21 KSDK 10/23/12 10/28/12 M-F 6P News CM 6-630P W :30 1 \$1,350.00 P-3 8.60 NM News Channel 5 at 6P	0	\$0.00
Start Date		
Week: 10/22/1210/28/12 W1 \$1,350.008.60SpotCh Date RangeDescriptionStart/End TimeWeekdaysLengthRateRtgType	1	
1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P W :30 <del>(\$1,350.00)</del> 8.60 NM	1	
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Needs \$2025 to clear]	1	
22 KSDK 10/23/12 10/28/12 M-F 6P News CM 6-630P T :30 1 \$1,350.00 P-3 8.60 NN News Channel 5 at 6P	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating	1	
Week: 10/22/12 10/28/12T 1 \$1,350.00 8.60  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type	. [	
1 KSDK 10/22/12-10/28/12 M-F 6P News 6-630P Th :30 <del>(\$1,350.00)</del> 8.60 NN		
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Needs \$2025 to clear]		
23 KSDK 10/29/12 10/29/12 M-F 6P News CM 6-630P M :30 1 \$1,350.00 P-3 8.60 NN News Channel 5 at 6P	0	\$0.00
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/29/12 11/04/12 M 1 \$1,350.00 8.60  Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type	.1	
1 KSDK 10/29/12-11/04/12 M-F 6P News 6-630P M :30(\$1,350.00)	•	
See MG 3.2,3.3,3.4,3.5,3.6,3.7,3.8 [Need \$2025 to clear]		
24 KSDK 10/23/12 10/28/12 Sat 6p CM 6-630PS- :30 1 \$1,050.00 P-2 6.80 NN News Channel 5 at 6P Sat	1 1	\$1,050.00
REVISED RATE	1	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12        S-         1 \$1,050.00         6.80		
25 KSDK 10/23/12 10/28/12 NC5 at 5P Sun CM 5-530PS :30 1 \$1,050.00 P-2 6.70 NN	1 1	\$1,050.00
News Channel 5 at 5P Sun REVISED RATE		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/22/12 10/28/12S 1 \$1,050.00 6.70		
26 KSDK 10/23/12 10/28/12 LN (Sa) CM 10-1035pS- :30 1 \$1,800.00 P-2 5.90 NN LN (Sa)	1	\$1,800.00
REVISED RATE Start Date		
Week: 10/22/12 10/28/12 S- 1 \$1,800.00 5.90	1	
27 KSDK 10/23/12 10/28/12 630-7P Wheel CM 630-7P W :30 1 \$1,300.00 P-3 9.00 NM 630-7P Wheel of Fortune	4	\$975.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/22/12         10/28/12         W         1 \$1,300.00         9.00		

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Order / Rev: 711175 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301488 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/23/12 - 10/29/12 Estimate: C23C29

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time	Days	Len Spo			Rtg Type	Spots	Amount
27 KSDK	10/23/12	2 10/28/12	630-7P Wheel 630-7P Wheel o	CM of Fortune	630-7P	-	- W	:30	1 \$1,	300.00 P-3	9.00 NM	4	\$975.00
Week: 10/2 Spot Ch I 1 KSDK 1	Date Rar 10/22/12 MG 27.2	-10/28/12 6 2,27.3,27.4,	WeekdaysW escription 30-7P Wheel 27.5		Rate \$1,300.00 t/End Time 7P	Rating 9.0	ō	<u>Weekdays</u> W	Length		Rtg Type 9.00 <i>NM</i>		
-	10/23/12 for 28.1,	0 to clear] -10/25/12 M 27.1	I-F 430-5p	430-	5p		-	- T- Th	:30	\$825.00	9.00 NM		
	10/23/12 for 28.1,	-10/26/12 M 27.1	1-F 4-5A	4-5 <i>F</i>	1		-	- ТWГhF	:30	\$50.00	9.00 NM		
	10/23/12 for 28.1,	-10/26/12 M 27.1	1-F 4-5A	4-5 <i>F</i>	<b>\</b>		-	- TWThF	:30	\$50.00	9.00 NM		
	10/23/12 for 28.1,	-10/26/12 M 27.1	1-F 4-5A	4-5 <i>F</i>	<b>\</b>		-	- TWThF	:30	\$50.00	9.00 NM		
28 KSDK	10/23/12	2 10/28/12	630-7P Wheel 630-7P Wheel o	CM of Fortune	630-7P	-	F	:30	1 \$1,	300.00 P-3	9.00 NM	0	\$0.00
Week: 10/2: Spot Ch I 1 KSDK 1	Date Rar 10/22/12		WeekdaysF escription 30-7P Wheel		Rate \$1,300.00 t/End Time	<u>Rating</u> 9.0	ō	<u>Weekdays</u> F	Length		Rtg Type 9.00 <i>NM</i>		
[Nee	ed \$1950	to clear]											
			630-7P Wheel S	of Fortune Sat	630-7P		S-	:30	1 \$	400.00 P-3	5.80 NM	0	\$0.00
Week: 10/2 Spot Ch I 1 KSDK 1 See	Date Rar	-10/28/12 6 2.3	WeekdaysS- lescription 30-7P Wheel Sat		Rate \$400.00 t/End Time 7P	<u>Rating</u> 5.8	0	Weekdays Sa	Length :30		Rtg Type 5.80 NM		
30 KSDK	10/23/12	2 10/28/12	Thu Prime C Rock Center wit	CM h BW	9-10P	=	T	:30	1 \$1,	400.00 P-3	4.80 NM	0	\$0.00
Week: 10/2 Spot Ch [ 1 KSDK 1 See	Date Rar 10/22/12	-10/28/12 T 3.3,3.4,3.5,	WeekdaysT escription Thu Prime C 3.6,3.7,3.8		Rate \$1,400.00 t/End Time	Rating 4.8	Ō	<u>Weekdays</u> Th	Length		Rtg Type 4.80 <i>NM</i>		
33 KSDK			M-F 4-5A 4-5A	СМ	4-5A		TWTF	:30	1	\$50.00 P-1	0.00 NM	1	\$50.00
Start Week: 10/2	t Date 2/12	End Date 10/28/12	Weekdays - TWTF	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.0	_						
34 KSDK	10/25/12	10/25/12	M-F 430-5p Jeopardy	CM	430-5p		T	:30	1 \$	825.00 P-2	0.00 NM	1	\$825.00
Start Week: 10/2	t <u>Date</u> 2/12	End Date 10/28/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$825.00	Rating 0.0							
											Totals	29	\$22,450.00